

**California Partnership for the San Joaquin Valley
Vision Statement
July 2006**

The San Joaquin Valley will be a cohesive region composed of unique communities and a diverse population that is supported by a vibrant economy built on competitive strengths and sufficient resources to provide a high quality of life for all residents now and in the future. This vision can best be achieved through public-private collaboration integrating actions and investments into a coherent strategy that commits immediate and sustained leadership to accomplishing specific objectives that moves towards accomplishing long-term goals.

The vision of the Partnership will be achieved through the coordinated efforts of the Work Groups that:

- Implement creative and collaborative solutions to region-wide infrastructure challenges, focusing on the growth of target industries with comparative advantages in the San Joaquin Valley, and promoting the region as a business and tourist destination. **(Economic Development)**
- Develop the workforce development infrastructure to support sustained, long-term economic vitality. **(Higher Education and Workforce Development)**
- Recommend state policies in public and private partnerships that will ensure equal access to educational opportunities and resources for the children of the San Joaquin Valley. **(K-12 Education)**
- Develop innovative recommendations for the Partnership Board which, if implemented, would measurably improve the transportation system within the region, thereby improving its contribution to regional and statewide goods movement, air quality, travel, commuting, and economic prosperity. **(Transportation)**
- Develop a regional consensus that identifies appropriate areas for social and economic development, contributes to the conservation of prime agricultural land and natural resources, and contributes to the sustainability of the region. **(Land Use, Housing, and Agriculture)**
- Enable valley residents to enjoy healthy air by removing the adverse impacts of poor air quality and improving the quality of life. **(Air Quality)**
- Ensure a reliable, adequate quality water supply to sustain a high quality of life, and a world-class agricultural sector, while protecting and enhancing the environment. **(Water Quality, Supply and Reliability)**
- Promote environmentally-friendly renewable and alternative energy sources to ensure an adequate reliable supply. **(Energy)**

- Provide timely access to necessary health care and social services and by supporting healthy lifestyles and safe, nurturing communities. (**Health and Human Services**)
- Facilitate the deployment and utilization of advanced communications services throughout the region. (**Telecommunications**)

California Partnership for the San Joaquin Valley

Strategic Action Proposal

Summary of Major Recommendations and Strategic Actions

(For Consideration by the Board on September 14-15, 2006)

	Recommendation	Strategic Actions	Indicators
1.	Grow a Diversified, Globally-Competitive Economy Supported by a Highly-Skilled Workforce	<ul style="list-style-type: none"> ▪ Align region-wide economic development efforts in support of target industry clusters: (1) Agribusiness, including Food Processing, Agricultural Technology, and Biotechnology; (2) Manufacturing; (3) Supply Chain Management and Logistics; (4) Health and Medical Care; and (5) Renewable Energy. ▪ Identify and implement strategies and mechanisms for investments in infrastructure and incentives that support the economic vitality of the region. ▪ Create a dynamic, entrepreneur-producing economic climate. ▪ Accelerate the deployment and adoption of renewable and clean energy, including biofuels. ▪ Develop a coordinated, integrated program to promote tourism linked to rest stops, state parks and other destinations. ▪ Create a demand-driven workforce system including high quality vocational training and academic education that supports target clusters. ▪ Expedite access to and use of advanced communication services (ACS) and information technology in all communities. 	<ul style="list-style-type: none"> ↑ Per Capita and Median Household Income ↓ Unemployment ↓ Percent Families Below Poverty Line ↑ Agricultural Production and Crop Value ↑ Job Growth in Target Industries ↑ New Business Start-Ups ↑ Venture Capital Investments ↑ Issuance and Licensing of Patents ↑ Tourism Spending ↑ Enrollment In and Completion of Training/Education Beyond High School ↑ College Graduation Rates ↑ Education Attainment ↑ Access To and Use of ACS

	Recommendation	Strategic Actions	Indicators
2.	Create a Model K-12 Public Education System	<ul style="list-style-type: none"> ▪ Implement an alternative accountability model for low performing schools and school districts. ▪ Implement a program to ensure all children are able to read at or above grade levels, with a focus on proficiency by third grade. ▪ Implement a target intervention program for low performing schools. ▪ Increase the number and benefit of community and family resource centers. ▪ Implement an executive leadership academy for educators. ▪ Achieve funding equalization between state averages and County Offices of Education and School Districts. ▪ Implement a computer literacy initiative for K-12 students aligned with community college curriculum ▪ Develop a college-going culture. ▪ Implement programs to reduce substance abuse, including voluntary drug testing. ▪ Promote quality school choice within the public school system. 	<ul style="list-style-type: none"> ↑ Reading Proficiency At or Above Grade Levels ↑ Computer Literacy Rates ↑ High School Graduation Rates ↓ High School Drop Out Rates ↑ College Bound Rate ↑ School-to-Career Preparedness ↓ Juvenile Drug- and Alcohol-Related Arrests ↓ Number of Low-Performing Schools

	Recommendation	Strategic Actions	Indicators
3.	Implement an Integrated Framework for Sustainable Growth	<ul style="list-style-type: none"> ▪ Create a strategy for growth and conservation to 2050 through the Regional Blueprint Planning process. ▪ Encourage and support adoption of local General Plans consistent with Regional Blueprint Plan. ▪ Establish and implement conservation plans for productive agriculture lands and important natural resources and parks. ▪ Develop a long-range plan enhancing the vitality and sustainability of agriculture. ▪ Plan for and build housing to meet the needs of the region's population. ▪ Establish and implement an energy plan to optimize efficiencies and use of renewables for all sectors. ▪ Support the development and implementation of a balanced, comprehensive, integrated regional water plan and basin plans that optimize management and other efficiencies. ▪ Expand surface storage and conjunctive use programs. ▪ Enhance surface and groundwater quality to meet beneficial uses. ▪ Strengthen flood control and levee protection. ▪ Implement resource restoration projects for wetlands and rivers, with special attention to the San Joaquin River as a defining and unifying natural heritage for the region. 	<ul style="list-style-type: none"> ↑ Land Use Efficiency → Acres in Agricultural Production ↑ Open Space and Access to Public Land ↑ State Parks ↑ Housing Affordability ↑ Water Supply Reliability, Quality, and Efficiency ↑ Flood Protection ↓ Per Capita and Median Household Energy Use ↑ Percentage of Energy from Solar and Other Renewable Sources ↑ Environmental Restoration

	Recommendation	Strategic Actions	Indicators
4.	Build a 21st Century Transportation Mobility System	<ul style="list-style-type: none"> ▪ Implement the 99 Corridor Master Plan, including the Business Plan and Enhancement Plan elements, as a foundational strategy for economic development in the region. ▪ Implement transportation projects that support the regional land use strategy and improve mobility including east-west corridors and other projects of regional significance. ▪ Implement a plan to facilitate goods movement in the region. ▪ Develop a sustainable multi-modal system. ▪ Develop model roadside rest areas using the GreenStop[®] prototype. ▪ Develop a plan for airport facilities and services. ▪ Assure that any state high-speed rail system, if implemented, meets the needs of the region and helps achieve economic development goals. 	<ul style="list-style-type: none"> ↑ Through-Put and Velocity ↑ Roadway Conditions ↓ Vehicle Hours of Delay ↑ Transit Availability ↑ Goods Movement Productivity ↑ Safety ↑ Roadway Enhancements
5.	Attain Clean Air Standards	<ul style="list-style-type: none"> ▪ Implement a comprehensive strategic plan to achieve air quality compliance by 2013 or as soon as feasible. ▪ Eliminate institutional constraints to air quality improvement. ▪ Encourage EPA adoption of tighter federal emission control standards. ▪ Expand or create new incentive mechanisms to accelerate technology adoption. ▪ Facilitate the development and use of clean energy. ▪ Improve efficiency of goods and people movement. ▪ Encourage green development in the public and private sectors. ▪ Accelerate research of critical emissions. ▪ Improve public education. 	<ul style="list-style-type: none"> ↓ Ozone Precursors ↓ Particulate Matter ↑ Use of Clean Energy ↑ Use of Clean Fuels ↓ Attributable Mortality Rates ↓ Asthma Rates ↓ Number of Days with 8-Hour Ozone Exceedances

	Recommendation	Strategic Actions	Indicators
6.	Develop High-Quality Health and Human Services	<ul style="list-style-type: none"> ▪ Improve workforce development and retention by providing incentives for difficult-to-recruit health and medical professionals. ▪ Establish a Central Valley Nursing Education Consortium. ▪ Establish a School of Medical Education at UC Merced connected to a network of health and medical facilities throughout the region. ▪ Develop mechanisms for counties to share technical and professional resources related to communicable disease case management. ▪ Support regional disease prevention and health promotion services. ▪ Develop and implement a regional plan to address the needs of the uninsured. ▪ Support and expand pro-active foster care prevention services. ▪ Develop and implement a pilot program for relative placement services. ▪ Develop and implement a methamphetamine law enforcement and prevention campaign. ▪ Support the development of outpatient and resident substance abuse treatment facilities. ▪ Facilitate the use of e-health tools and telemedicine technology to improve access to state-of-the-art healthcare and medical services. 	<ul style="list-style-type: none"> ↑ Access to Primary Care Physicians and Allied Health Professionals ↑ Primary Health and Wellness ↓ Asthma Rates ↓ Uninsured ↓ Drug-Related Convictions ↓ Caseloads for Children and Adults Requiring Welfare Services ↑ Relative Placements for Foster Care ↓ Foster Care Time to Permanence

**California Partnership for the San Joaquin Valley
Strategic Action Proposal
Outline of Plan for Stakeholder Outreach and Communications
August 2006**

Outreach and Communications to Stakeholders

(Scheduled in August for September–October 15 Presentations, Using Summary Documents Describing Major Recommendations and Organizational Structure with Form for Support / Endorsement – Each Board Member Actively Involved; Consider Using Video-Conferencing)

- State Legislative Delegation and Leadership – August – Fritz Grupe, Curt Augustine
- Congressional Delegation – August 15 – Pete Weber, Rollie Smith
- Counties, Cities, Local Elected Officials
 - CAOs, Chairs, City Managers – Hosted by Madera County CAO Stell Manfredi – July 28
 - San Joaquin County Supervisors Association – Connie Conway with Victor Mow, Jeff Grover, Gary Gilbert (assisted by Great Valley Center)
 - San Joaquin Valley League of California Cities – Alan Autry and Connie Conway with Mike Amabile, Marci Buford, Paul Boyer, Susan Benham (assisted by Great Valley Center)
 - County Board of Supervisors and Cities / Mayors' Conference in Respective Counties – Each Elected Official Board Member (Victor Mow, Jeff Grover, Michael Amabile, Gary Gilbert, Alan Autry, Marci Buford, Paul Boyer, Susan Benham)
- Work Group Stakeholders and Participants (Work Group Conveners / Supporting Agencies):
 - Approval (documented) of Report and Recommendations for Strategic Action Proposal
 - Declaration of Support and Endorsement (form to be developed)
- Key Stakeholder Organizations (Coordinated with Work Group Conveners / Support Agencies)
 - Councils of Government – Great Valley Center, CSU Fresno
 - Economic Development Corporations and Central Valley Economic Development Corporation – Jeff Grover, Ashley Swearingen
 - Workforce Investment Boards and Central Valley Workforce Consortium – Larry Fortune, Ashley Swearingen, Vickie Bradshaw
 - Higher Education Institutions, California Community College Central Region Consortium – Larry Fortune and Ashley Swearingen, Vickie Bradshaw
 - County Superintendents and Boards of Education – Alan Autry, Ricardo Soto
 - Water Agencies, San Joaquin Valley Water Coalition, Central Valley Regional Water Quality Control Board – Jim Tischer, Paul Boyer, Mike Chrisman, Cindy Tuck
 - County Agricultural Commissioners, Farm Bureaus, Western Growers – AG Kawamura, Great Valley Center
 - Environmental and Land Use Organizations – Great Valley Center
 - Proposed San Joaquin Valley Resources Coordinating Committee – Great Valley Center
 - Community-Based and Public Interest Organizations – Great Valley Center, Rosario Marin
- Key Civic Organizations (3-5) in Each County – Civic Leader with Support of Local Elected Official (Fritz Grupe, Jose Rivera, Sheila Carroll, Sharron Thornton, Coke Hallowell, Larry Fortune, Lorraine Salazar, Pete Weber, Fred Ruiz, Ray Dezember)
- Liaison Organizations – Kirk Lindsey, Barry Hibbard, Barbara Patrick, Pete Parra
- San Joaquin Valley Air Quality Management District – Pete Weber, Mark Keppler, Barbara Patrick, Great Valley Center
- Caltrans District 6 and District 10 – BTH, Great Valley Center
- College Student Body Leaders (in-depth review of SAP) – Mark Keppler, Josh Franco

Communications to Media and Public

(Launched after September 18; BTH to coordinate with PIOs in Cabinet and Supporting Agencies)

- Notice of Final Draft Strategic Action Proposal and Process (posted on Website with draft Executive Summary being distributed):
 - All Work Group Participants
 - All Public Forum Presenters and Participants
 - All Local Elected Officials
- Release to Media of Final Draft Strategic Action Proposal (Dailies and Weeklies)
 - Consider Convening Briefing Session(s) for Media
 - Consider Involving Experts and Stakeholders
- Translation of Executive Summary into Spanish
- Progress Talking Points for Board and Stakeholders
- Editorial Boards Outreach to Brief and Secure Supporting Editorials
 - In San Joaquin Valley
 - Major Media Outside of San Joaquin Valley
- Special Outreach to Ethnic Media
- Guest Editorials by Board Members in Each County (Local Elected Official and Civic Leader)
- Radio Guest Appearances and Talk Shows
- Community and Government Access TV Programs
- Special Reports / Insert(s) in Newspaper(s) (Jim Tischer Proposal)
- Website and On-Line Feedback Process
- Adoption of Strategic Action Plan – Event at End of October or Early November (Fresno)
- CD Publication of Strategic Action Plan
- Long-Term Communications Plan (post adoption of Strategic Action Plan)

Prospective Terms to Capture Essence of Vision for the Future

(To be used in Strategic Action Proposal, Outreach and Communications)

- The Future of California
- People, Places, Prosperity (title used before)
- World-Class
- Innovative
- Progressive
- Best Practices
- Great and Greater
- Heritage
- Innovation
- Frontier
- Common Sense, Uncommon Vision [Leadership]
- Cutting-Edge Technology
- Global Competitiveness
- Unique, Special
- Visionary – Vision
- Opportunity
- Leading the Way
- Setting a New Standard
- Pioneering a Frontier of Innovation